

# Sir Martin Sorrell returns to build new ad group

Newswatch: Just six weeks after resigning from WPP, Sir Martin Sorrell has returned to the stock market as executive chairman of Derriston Capital and plans to use it as a means to build a "next-generation" advertising group.

This will involve the acquisition by Derriston of S4 Capital, which aimed to build a multi-national communication services business, he said. "There are significant opportunities for development in technology, data and content. I look forward to making this happen."

## For more:

- [Sorrell's return to public market confirmed by Derriston Capital](#) – *Financial Times*
- [Martin Sorrell Is Already Back in Business](#) – *Fortune*
- [Ex-WPP boss Martin Sorrell to build 'next-generation' ad group](#) – *The Guardian*
- [Sorrell set for comeback with new advertising venture](#) – *BBC*
- [Ad guru Sir Martin Sorrell is back, just 6 weeks after quitting WPP](#) – *Business Insider*
- [Sorrell confirms adland return with 'tech, data and content'-focused S4 Capital](#) – *Campaign*



Sir Martin Sorrell on [Twitter](#)



## An annus horribilis for WPP

Sam Swaine 17 Apr 2018



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